



**HEALTH AND HUMAN SERVICES AGENCY  
OFFICE OF CHILDREN AND YOUTH BEHAVIORAL HEALTH  
INFORMATION OFFICER II**

Under the administrative direction of the Assistant Director, Children and Youth Behavioral Health Program (CYBHP), and in coordination with the Deputy Director of External Affairs the Information Officer II will independently manage internal and external communications with government agencies, for-profit and non-profit organizations, academia, the media, and the general public. The Information Officer II will also collaborate closely with CHHS Departments and other government agencies and decision-making bodies to ensure information disseminated about the Children and Youth Behavioral Health Initiative is accurate and consistent.

- 40% Serves as the primary point of contact and manages all internal and external communications for the CYBHP. Provides advice and support to Executive Management on strategic communications with other government agencies, the Legislature, for-profit and non-profit stakeholders, the media, and the general public. Manages media, PRA and general information requests, in collaboration with the CHHS Communication team, and provides CYBHP responses to them. Builds effective relationships with CHHS Departments' Communication Officers, key stakeholders, and other individuals and special interest groups. Conducts research and prepares a variety of communication materials such as correspondences, newsletters, presentations, speeches, email blasts, press releases, and other types of materials. Reviews and edits written materials prepared by program staff.
- 20% Serves as the CYBHP Content Manager. Prepares, manages and maintains content on the CYBHP SharePoint Site including the dashboard. Prepares, manages and maintains content on the CYBHP website. Serves as the contact person on inquiries coming through the website. Prepares, manages and maintains content on social media sites.
- 20% Leads and manages outreach and media campaigns. Works closely with Executive Management and decision makers to promote public awareness and education. Advises on effective outreach efforts including the expansion of those campaigns. Gathers, coordinates and prepares materials for the campaigns in collaboration with CHHS Departments, other government agencies, and key stakeholders.
- 10% Participates in the development and maintenance of the Communications Plan that includes content design, communication channels, and targeted audiences as well as the processes and procedures required to ensure information disseminated is accurate and consistent. Participates in the development and maintenance of the Stakeholder Management Plan that identifies the stakeholders and describes how CYBHP will manage and monitor stakeholder engagement.
- 10% Performs other communication duties as required.